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NEWSPAPER

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Advertising Age®

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Home video ads get hot

By WAYNE WALLEY

Los Angeles—The home video industry will explode as one of the hottest ad categories during the fourth quarter, when advertising and promotional spending will top $100 million.

Big players such as Walt Disney Home Video, Paramount Home Video and RCA/-Columbia Pictures Home Video are doubling and tripling ad budgets and slashing retail prices as they anticipate industrywide sales this year will double to 30 million cassettes. Smaller companies, such as Embassy Home Entertainment, are following suit.

Virtually every major competitor in the fast-growing $5 billion videocassette market waged a major ad battle in the fourth quarter last year (AA, Aug. 18, 1986), but this year's war is likely to dwarf previous efforts.

Most companies have budgeted $2 million to $18 million for the fourth quarter alone, compared with 1986 annual ad budgets of $1 million to $6 million.

Holiday gift-giving has made the fourth quarter the most crucial for sales.

Marketers of theatrical videocassettes typically split their budgets evenly between advertising and promotion.

Home video marketers in the past have concentrated on point-of-purchase materials and ads in trade or video buff magazines. Few, if any, companies spent more than $1 million for advertising and promotion in 1984 or 1985.

With videocassette recorder household penetration up—the Electronic Industries Association predicts more than 50% of all U.S. households will have a VCR by the end of the year—home video companies believe it makes sense to increase spending on TV, radio and print campaigns, as well as in-store promotions.

Burbank, Calif.-based Walt Disney Home Video, for example, will give the release of "Lady & the Tramp" the type of support

(Continued on Page 71)

Disney has big ad plans for its upcoming video release of "Lady & the Tramp."

Illustration by David Krainik

Collision course

Stakes high in people-meter war

By JACK HONOMICHL

Imagine two powerful research trains racing toward each other on the same track. Each is hauling boxcar-loads of never-before-available data about how Americans relate to TV programming.

In fact, those two trains—AGB Research PLC and Nielsen Media Research—will collide on Sept. 1, and that collision will rattle big-time advertisers, their agencies and the media research community for years to come.

So far, reactions are confused. Few people know the full story, which has dribbled out in bits and pieces over three years. Skeptics who have an immunity to false-start announcements from the electronic media research industry have taken an "I'll worry about it when it actually happens" attitude.

Well, it's time to start worrying.

One train, the "AGB Innovation," is owned by the fourth-largest research organization in the world and the leader in TV audience measure-

(Continued on Page 68)

Saatchi ups ante in West

By JON LAFAYETTE

Saatchi & Saatchi Co. is about to increase its clout on the West Coast.

It will create one of the West Coast's biggest ad agencies when it merges Cochrane Chase, Livingston & Co., the largest shop in Orange County, Calif., with Backer Spielvogel Bates Worldwide's office in Huntington Beach.

The new shop's billings will exceed $200 million, sources said.

Also, BSBW soon could be winning a major new global assignment. Industry sources say Philip Morris Cos., a Backer & Spielvogel client in the U.S., is considering giving BSBW a tobacco assignment involving about 20 countries. BSBW's U.S. arm is called Backer Spielvogel Bates.

Newport Beach-based Cochrane Chase, Livingston was founded in 1966 and acquired in June 1984 by what was then Saatchi & Saatchi Compton. The agency reported billings of $78.5 million last year. It has the Southern California Chevrolet Dealers account, which would appear to be a conflict with B&S' Hyundai business.

Michael Roche, senior VP-general manager of BSBW's Huntington Beach office, is expected to be put in charge of the combined operation. Sources said Cochrane Chase, chairman of CCL, plans to retire within a year.

BSBW was formed two weeks ago through a merger of Saatchi-owned B&S and Ted Bates Worldwide.

After its agency consolidations, Saatchi & Saatchi is getting ready to flex its organizational muscle.

Anthony Simonds-Gooding, chairman of Saatchi & Saatchi's Communications Division, last week met with securities analysts and described the way the company's vast holdings are now organized.

Mr. Simonds-Gooding said

(Continued on Page 67)

Last Minute News

ANA sues over Florida ad tax

New York—The Association of National Advertisers, as expected, filed suit last week against Florida's 5% sales tax on advertising. The suit, filed in state court in Tallahassee, charges the tax violates the free speech, due process and commerce clauses of the U.S. Constitution and the free speech guarantee of Florida's constitution *(see related story on Page 3)*. "The law truly is a counterproductive piece of legislation and extremely detrimental to the state of Florida and its citizens," said ANA President DeWitt F. Helm Jr. A Wharton Econometric Study has predicted the state will lose $2 billion in revenue and 46,000 jobs by July 1, 1989, two years after the tax took effect.

Four finalists vie for Arby's

Atlanta—Finalists for Arby's $10 million-to-$12 million account are Ammirati & Puris, New York; W.B. Doner & Co., Baltimore; Levine, Huntley, Schmidt & Beaver, New York; and Hal Riney & Partners, San Francisco. Backer Spielvogel Bates Worldwide, New York,

(Continued on Page 8)

Highlights

Raisin' sales in the U.K. 4

The singing, dancing Claymation raisins are crossing the Atlantic in their first international campaign, breaking in the U.K. next week. "Late Night," the original U.S. raisin spot, has been adapted to include a box of Sun-Maid raisins.

Buick eyes bigger budget 12

The Buick Regal, the first car to come out of General Motors Corp.'s $5 billion GM-10 program, will get the bulk of Buick's media weight in the 1988 model year. Buick spent about $90 million on advertising for '87 models and hopes for an increase for the '88 lines.

New image for American Greetings 28

American Greetings Corp. has a new image it hopes will increase awareness for its product and keep people from going to rival Hallmark Card stores. The campaign stresses the convenience of its retailers just as Hallmark unveils several new product lines aimed at luring card buyers into its own stores.

Shampoo spending faces brush-up 48

Ad spending for shampoos and conditioners is expected to bounce back this year but still won't approach 1984's high of $205 million as companies continue to favor promotional marketing at the expense of measured media.

Canon to revolutionize 'work processor' 52

Canon USA is about to create a whole new market segment in office automation by crossing a personal computer with an electronic typewriter. Canon categorizes the new product, called the Canon Cat, as a "work processor."

Simple recipe nets cheese account 62

DDB Needham Worldwide's strategy for picking up its first dairy business, a $22 million cheese account, came from a lesson in Advertising 101: make the message simple, make it often. The national dairy board was wooed by the shop's simple "Don't forget the cheese" campaign.

Toshiba bows to U.S. 63

Toshiba Corp. apologized to the American public last week in a page ad that ran in several major newspapers. The ad said "Toshiba Corp. extends its deepest regrets to the American people," and expressed the "shock and anger" company officials shared with the U.S. over the illegal sale of high technology to the Soviet Union by Toshiba Machine Co.

Hamburglar on prowl at Sears 64

Sears, Roebuck & Co. is putting some "character" into its multimedia campaign promoting the arrival of the McKids clothing line in its stores. Several McDonaldland characters, such as the Hamburglar, are featured in the TV spot.

INTERNATIONAL

Kremlin showing a new face 44

It would have seemed impossible just three years ago, but today the Kremlin—long a Cold War symbol—is giving its traditional gray visage a new look. However, unlike Western political leaders who might rely on advertising and PR experts to project a new image, Mikhail Gorbachev is relying on a select group of top government leaders, as well as his wife, Raisa.

Coke returns to Persian Gulf 61

Coca-Cola Co. is following Ford Motor Co. and Colgate-Palmolive Co. back into the Persian Gulf after an absence of nearly 20 years. The U.S. marketers were among those ousted by the Arab boycott against companies doing business with Israel, a boycott that has been relaxed unofficially.

OTHER NEWS

Hyundai Electronics America picked D'Arcy Masius Benton & Bowles to introduce the first Hyundai brand personal computer in the U.S. this fall. DMB&B, San Francisco, will handle what is expected to be a $5 million account for the rest of this year and as much as a $15 million account next year. The shop was a late entry to the review. Page 6.

It's been a quiet summer on the new-brand front in the cigarette business as major marketers concentrate on bolstering share of existing brands and fighting off-price competition. Loews Corp.'s Lorillard is looking to better its competitive position by extending its Newport brand while trying to breathe life into its True brand. Lorillard last week began testing Newport Stripes in two markets. Page 48.

Advertising and media representatives hope their appearances before the tax-writing committees of Congress cultivated enough opposition to changing the deductibility of advertising to overcome a handful of legislators who favor the idea. Page 49.

The TV movie marquee will shrink considerably this fall. Movies, which occupied as many as five nights a week in the 1986-87 prime-time TV season, will figure in ratings battles on just three nights this season. Page 53.

SPECIAL REPORT

***Direct Marketing**—Many industry experts regard non-profit marketing as the leader in the industry's evolution. Accounting for about 21% of third-class mail in 1985, non-profit appeals are produced by state-of-the-art technology. Special Report takes a look at the fund-raising campaigns and techniques used by charitable and political organizations and institutions of higher education. Starts after Page 28.*

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BJK&E plan includes stock sale to clients

By JON LAFAYETTE

NEW YORK—In an unusual move, Bozell, Jacobs, Kenyon & Eckhardt may sell minority equity interest in the agency to its clients.

Charles Peebler, ceo of BJK&E, said that under his agency's unique proposed management buyback from parent Lorimar Telepictures Corp., some clients could invest in the agency and their investments might include equity participation.

Although the buyback deal has not been completed, Mr. Peebler stressed that the agency's management is in a position to arrange the purchase of a majority stake in the agency.

In many leveraged buyouts, management is given a small equity stake while an investment company arranges financing and purchases a controlling interest.

Merrill Lynch & Co., a BJK&E client, is representing agency management in the deal. The broker is considered to be one client that most likely will invest in the agency, though the company's policy is not to comment on deals before they are completed.

Other clients that may be considering an investment in BJK&E are Chrysler Corp. and AMR Corp., parent of American Airlines.

Lorimar Telepictures last month announced plans to restructure by selling some of its TV stations and was considering selling its ad agencies.

The price tag for BJK&E could reach $100 million. Lorimar paid $21 million for Kenyon & Eckhardt in August 1983 and $41 million for Bozell & Jacobs in 1986.

Another $10 million of Lorimar's money went to acquire or increase BJK&E's equity in agencies in Germany, Italy, the U.K., the Netherlands, Belgium, Australia, Hong Kong and Singapore.

In addition to BJK&E, Lorimar owns Poppe Tyson, a business-to-business shop.

Mr. Peebler said he expects Poppe Tyson to be included in the package his management group will buy from Lorimar.

London-based WCRS Group last week reportedly contacted Lorimar and presented itself as a potential buyer for BJK&E.

Mr. Peebler, who said WCRS executives have not contacted him, added he understands three or four companies approached Lorimar about BJK&E.

Donald Creamer, chairman of WCRS North America, said his company is not interested in making an offer for BJK&E.#

Jerry's Cannes vote angers S. Africa shops

By DES KILALEA

JOHANNESBURG—Jerry Della Femina, chairman of Della Femina, Travisano & Partners, has the South African ad community steaming over his behavior as jury president at the recent International Advertising Awards Film Festival in Cannes.

South African agencies are demanding refunds of their $5,000 in costs after the controversial U.S. adman said he automatically gave their entries no points during the judging.

Mr. Della Femina told ADVERTISING AGE, "When the work of Hunt Lascaris TBWA, Lindsay Smithers-FCB, McCann Group , J. Walter Thompson and Young & Rubicam came up, I automatically gave every commercial a zero score even before it was shown. Just prejudiced, I guess" (AA, June 29).

The comment drew cries of outrage here.

"These actions of the jury president were nothing short of unfair," said Reg Lascaris, managing director of Hunt Lascaris. "Just as all Germans were not Nazis, all South Africans are not racists.

"Most advertising agencies are equal-opportunity employers. If that's the treatment we get, it's going to be very hard for the people who are trying to promote change.

"The entrants expect impartiality from the judging panel. If we were to be discriminated against, we should have been informed before our money was accepted."

While there has been unconfirmed talk that one agency is thinking about legal action, each shop is demanding its money back for registration fees and for delegates who attended.

"We enter to give our creative people international experience, but we are not going to throw 10,000 rand [$5,000] away if we are not judged fairly," said Tim Bester, chairman at McCann.

Mr. Della Femina, reached by telephone last week, said, "I chose to hurt them. Abstaining would mean I did not feel strongly one way or the other." He said he voted against all the spots without knowing the agencies' hiring practices. But he added, "I will personally apologize and pay back [entrance fees] to any agency whose commercial I judged that can prove it has a black board member."#

Julie Skur Hill in Chicago contributed to this story.

See West Coast News P. 67

Coca-Cola recall rebounds

By SCOTT HUME

June was a month for surprising comebacks in advertising awareness as Coca-Cola regained the No. 1 spot and Burger King Corp. returned to the top 10 after a year's absence.

Coca-Cola's reclamation of the title as the month's best-recalled advertising is an especially sweet victory because it dislodged rival Pepsi-Cola from the position it had held during the two previous months.

Helping put Coca-Cola back in the top spot was an especially strong vote from men. Last month, men represented 59% of those respondents who said Coca-Cola's advertising was the first that came to mind from all they had seen, heard or read in the previous 30 days. In May, Coca-Cola's recall score had been slightly skewed to women (48% male, 52% female).

Coca-Cola last month also did better with consumers ages 35 to 44, a group that in the past has been more likely to recall Pepsi's ads first. In June, Coca-Cola advertising received more first mentions from this age group than did any other advertiser.

Surprisingly, Pepsi did very well when the 1,000 adults polled were asked specifically to name the first soft-drink advertising that came to mind. To that question, 39.2% of respondents named Pepsi, 28.1% named Coca-Cola. Diet Coke ranked third with 2.8% of first mentions.

Pepsi's score in the soft-drink category was 2.9 percentage points better than its 36.3% share of first mentions in May. Coca-Cola's June share was 2.8 points below its 30.9% in May.

Burger King managed to increase its recall score on both the unaided (top 10) and category-specific questions. BK's "The best food for fast times" slogan finally may be catching on, which is good news for embattled J. Walter Thompson USA, New York, as it tries to retain the account.

In addition to making the list of the 10 best-recalled ad campaigns for the first time in a year, BK's advertising made up some lost ground in the fast-food category. Oh, sure, McDonald's Corp. retained the No. 1 spot when 41.1% of respondents said that was the first fast-food advertising that came to their minds. But BK's 14.1% share of first mentions was a 4.2 percentage point improvement over its 9.9% share in May. Wendy's International was third last month with 9.9%.

AdWatch is a joint project of ADVERTISING AGE and SRI Research Center, Lincoln, Neb.

Ad awareness is measured by asking a nationally projectable sample to name the advertising that first comes to mind of all seen, heard or read in the previous 30 days.

Consumers are queried on the first ad they recall overall, as well as in a variety of product areas. During June, 1,000 consumers were polled by telephone.

AdWatch Survey of Commercial Awareness Top 10 in June

One thousand people were asked: Of all the advertising you have seen, heard or read in the past 30 days, which advertisement first comes to mind? ***Source: SRI Research Center Inc., Linclon, Neb.***

Rank 6/87	Rank 5/87	Advertiser	Agency
1	2	Coca-Cola	McCann-Erickson
2	1	Pepsi-Cola	BBDO Worldwide
3	6	Budweiser/Bud Lite	D'Arcy Masius Benton & Bowles/DDB Needham
4	3	Miller/Miller Lite	J. Walter Thompson/Backer & Spielvogel
5	8	McDonald's	Leo Burnett
6	4	California Raisins	Foote, Cone & Belding
7	9	Bartles & Jaymes	Hal Riney & Partners
8	—	Burger King	J. Walter Thompson
9	7	Chevrolet	Campbell-Ewald
10	—	Pampers	D'Arcy Masius Benton & Bowles

Those changes in advertising awareness that are deemed statistically significant by adWatch researchers are attributable to more than sample variation.

Also making a comeback last month was Apple Computer. Although it didn't make the top 10 in unaided recall, it did regain the top spot in specific computer-advertising awareness. IBM Corp. had been No. 1 for the two previous months largely on the strength of heavy media spending for its new personal business computer.

But last month, Apple, which lately has renewed multimedia advertising for its Macintosh line, saw its share of first mentions rise 5.6 points to 27.2%, easily outdistancing IBM's 23.6% share and third-ranking Radio Shack's 1.6%.

Apple received a significant amount of specific recall for several of its lines. Advertising for the Macintosh line came to mind first for 3.1% of the sample, for example, and its Apple IIC and IIE models also were specifically named.

IBM's advertising continues to get higher recall than any other from respondents in the highest income bracket ($60,000 or more).

In other significant changes in the June survey:

- Awareness of Ralston Purina Co.'s Purina **pet foods** increased 3.5 points last month to 10% of first mentions, good enough for the top spot. Alpo Pet Foods was second with 9.2% and Kal Kan Foods was third with 6.5%.
- Goodyear Tire & Rubber Co.'s awareness score rose 4.2 points to 22.8% as it held on to the top spot in the **tire** category. It stayed ahead of No. 2 Michelin Tire Corp., which also improved its showing. Recall of its advertising rose 2.7 points to 17.4% of first mentions. Firestone Tire & Rubber Co. was third with a 5.9% share.#

For more information or data, contact SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

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New Products/Brand Leveraging Consultants

Raisins dance in U.K. to promote Sun-Maid

By LAUREL WENTZ

LONDON—The singing, dancing Claymation raisins, created by Foote, Cone & Belding for the California Raisin Advisory Board, are crossing the Atlantic in their first international campaign, breaking in the U.K. next week.

"Late Show," the original U.S. raisin commercial featuring the finger-snapping conga line of hip raisins in sunglasses and sneakers, has been adapted to include a box of Sun-Maid raisins.

Parent Sun-Diamond Growers of California is adapting the generic raisin campaign because Sun-Maid is the only California raisin sold in the U.K. Sun-Maid, with a 15% market share, also is the largest single raisin brand in the U.K., where 47% of raisin sales are from own-label supermarket brands.

Michael K. Cassidy, Pleasanton, Calif.-based director of sales-international of Sun Diamond Growers of California, said the company worried briefly about using Marvin Gaye's version of "I Heard It Through the Grapevine" in the U.K.

The same music has been used recently for an enormously popular Levis 501 jeans spot by Bartle Bogle Hegarty and then for a Carling Black Label beer spot by WCRS Mathews Marcantonio. The beer commercial was a parody of the Levis spot.

The $1.6 million raisin campaign will run on U.K. television in August and September, then return in a second burst in November and December.

Sun-Diamond is looking at other export markets to break the raisin ads. But initial tests in Germany, where advertising rarely is humorous, "bombed," Mr. Cassidy said.

Company executives said Germany still might be considered and that pan-European satellite TV channels, such as Rupert Murdoch's Sky Channel, could be used to reach Sun-Maid's big Scandinavian market, where advertising still is banned on most domestic channels.

The second U.S. spot, called "Lunch Box," in which a construction worker's lunch box is transformed into a Las Vegas-style entertainment venue for crooning raisins, will not be used in the U.K. because a Sun-Maid package shot cannot be inserted easily, said Frank R. Morgan, director of international marketing for Sun-Diamond.

In the U.K., Sun-Diamond will tackle prunes next with a free sample pack attached to Sun-Maid raisin drums this fall. The promotion is backed by an $800,000 ad campaign by FCB.

The company also is launching Diamond walnuts in the U.K. with an $800,000 poster and radio campaign by FCB this summer.#

U.S. NewsWatch

Marketing news from regional centers across the country

Samuel Adams maker sails new brand

BOSTON—Boston Beer Co. will introduce by mid-September a beer lighter in flavor and color than its flagship brand, Samuel Adams beer. The new beer tentatively will be called Boston Lightship. Gearon, Hoffman Goranson is Boston Beer's ad agency; Jackson Newton & Co. handles public relations supporting the launch.

DALLAS—**Partners National Health Plans** is testing a campaign for its preferred provider organizations in four markets. Mintz & Hoke, Farmington, Conn., handles; the Richards Group is Partners' agency of record. Separately, Mintz & Hoke was named to handle the $4 million account of Partners Health Plan of Southern New England, Farmington, which begins service in Connecticut in September.

TULSA, OKLA.—**Mazzio's Corp.** touts its pizza as a premium alternative in a new multimedia campaign, themed "Mazzio's means more." Gardner Advertising, St. Louis, handles.

DETROIT—**Associated Importers**, a Hiram Walker Inc. division, is running a $3 million-plus TV, radio and print campaign for Swan Premium

(Continued on Page 50)

American wins its wings

Delta takes second in AA poll

By Robert Goldsborough

The word "favorite" gets thrown around a lot in airline advertising, but judging from the results of a new poll of frequent-flying readers of ADVERTISING AGE, only two U.S. carriers—American Airlines and Delta Air Lines—appear to have a claim to the word.

These two were the overwhelming choices of our respondents, based on replies to a coupon that ran twice in May editions of AA and asked readers to name their three favorite airlines, as well as their least-favorite carrier. American, the clear winner, was listed as favorite on more than 30% of the votes cast, while Delta was selected on nearly a quarter of them. Combined, the two were listed first on 55% of the responses.

In all, AA received 301 replies, 65% more than were counted in a similar poll in 1985.

This year's comments contain a high degree of overall dissatisfaction with domestic carriers—an attitude that also has been reflected in the record number of complaints the federal government has received this year about flight delays, cancellations, overbookings, lost or damaged baggage and generally poor service.

Fort Worth-based American, second to Delta in a photo-finish in the 1985 poll, blew by its Atlanta rival this year, scoring a total of 430 points (three for a first-place mention, two for second, one for third) to Delta's 377. United Airlines finished a distant third, as it did two years ago. (It should be noted that the poll was conducted before the recent mishaps that have plagued Delta.)

As in 1985, Miami-based Eastern Air Lines stands as the least-favorite carrier, getting that dubious mention on 22% of the ballots (as compared with 27% in 1985).

This time around, travelers spread their dissatisfaction more widely than in '85, voting thumbs-down to Continental Airlines (14.6%), Northwest Airlines (12.3%), United (7.3%) and Trans World Airlines (5.6%).

In all, 41 carriers received mentions from respondents, representing 34 states, D.C., the U.K., the Netherlands and two Canadian provinces.

These readers said they take an average of 39.3 flights per year (28.5% said they take 50 or more flights annually, 22% fly 25 to 50 times, and 49.5% fly less than 25 times).

These primarily business travelers were asked to base their ratings on convenience of schedules, ease of ticketing, on-time performance, overbooking, baggage handling, cleanliness of equipment, attitudes of personnel, safety procedures, onboard services (food, drink, reading materials), seating configurations and frequent-flier programs.

American emerged as the clear winner in large measure because of its perceived strength in three areas: overall service, on-time performance and its frequent flier "AA Advantage." The American frequent-flier program was mentioned far more often than that of any other carrier.

If one word could best describe runner-up Delta's image in the eyes of our survey participants, it would be "friendly." Fully two-thirds of those picking Delta as their favorite airline singled out the warmth of its personnel, with "courteous," "caring," "polite" and "pleasant" appearing frequently. "Delta employees seem to love their job" is how one Californian responded.

The nice things said about these two airlines is basically the good news in the AA survey. Now for the bad.

Frequent-fliers in the advertising business are just plain angry with air travel in general. In the open-ended portion of the ballots where write-in comments were encouraged, the great majority were of a negative nature (10 respondents refused to pick any airline as "favorite," preferring to accentuate the negative, and one termed the phrase "favorite airline" an "oxymoron"—a figure of speech of seemingly self-contradictory content).

Almost all of the voters listed more than one reason for their dissatisfaction with specific airlines or with the industry in general. Leading the parade of complaints was lateness and/or flight delays, which appeared on 32% of all the returns, with employee attitudes second at 25% (and more than one-third of these used the word "rude" to characterize airline personnel).

Other areas of dissatisfaction were overall poor service (22%), dirty equipment (9%), cancellations (7%) and food (6%). Interestingly, three traditional airline bugaboos—overbooking, lost or damaged luggage and safety—were barely mentioned as concerns by our readers.

Most readers treated this survey as strictly a rating of airline "brands," with little mention made of conglomerates that own more than one carrier.

Responses were divided into ADVERTISING AGE'S four geographic regions, but there was little variation in popularity from region to region, with American and Delta making strong showings throughout. Even Winston-Salem, N.C.-based Piedmont Airlines, the regional carrier with the strongest support, scored almost equally in the South, East and Midwest.

On a popularity/unpopularity scale, American's first-place mentions outpulled its "least-favorite" ones by more than 14 to 1. Delta had a similar ratio, while Piedmont had roughly a 7-to-1 positive showing.

American was only slightly ahead of Delta in popularity among those who fly 50 times or more per year, and the two were tied in the 25-to-50 flight category.

It was in the less-than-25 flights slot that American piled up its substantial margin with AA readers. On the downside, Eastern was the least-favorite carrier in both the East and South, while Continental got the most negative mentions from the West. Northwest Airlines had the most negative mentions in the Midwest. Eastern also was least favorite in all three categories of flying frequency.

Although most readers limited their comments to the space on the ballots, a few wrote addendums chronicling specific grievances.

The most extensive of these was a two-page letter from an account executive in the Los Angeles office of a major advertising agency. Noting that he flies about 100,000 miles a year on 75 flights, he went into great detail on his preferences and unhappinesses, ending with a comment that many other air travelers probably would echo:

"I really wish Amtrak were larger and faster!"

Favorite U.S. airlines

	Total points	1985 rank
1. American Airlines (102)	430	2
2. Delta Airlines (74)	377	1
3. United Airlines (35)	210	3
4. Piedmont Airlines (22)	112	4
5. Trans World Airlines (8)	53	5
6. Northwest Airlines (4)	38	*
7. Eastern Air Lines (4)	36	*
8. USAir (5)	35	*
9. Continental Airlines (6)	32	*
10. Midway Airlines (4)	24	6

Next five in order: Pan Am, AirCal, Midwest Express Airlines, Alaska Airlines, PSA.

Number of first place votes in parenthesis
*Did not finish among leaders in 1985 poll

Least favorite U.S. airlines

	Votes	1985 rank
1. Eastern Air Lines	68	1
2. Continental Airlines	44	*
3. Northwest Airlines	38	7
4. United Airlines	22	2
5. Trans World Airlines	17	6
6. USAir	13	3

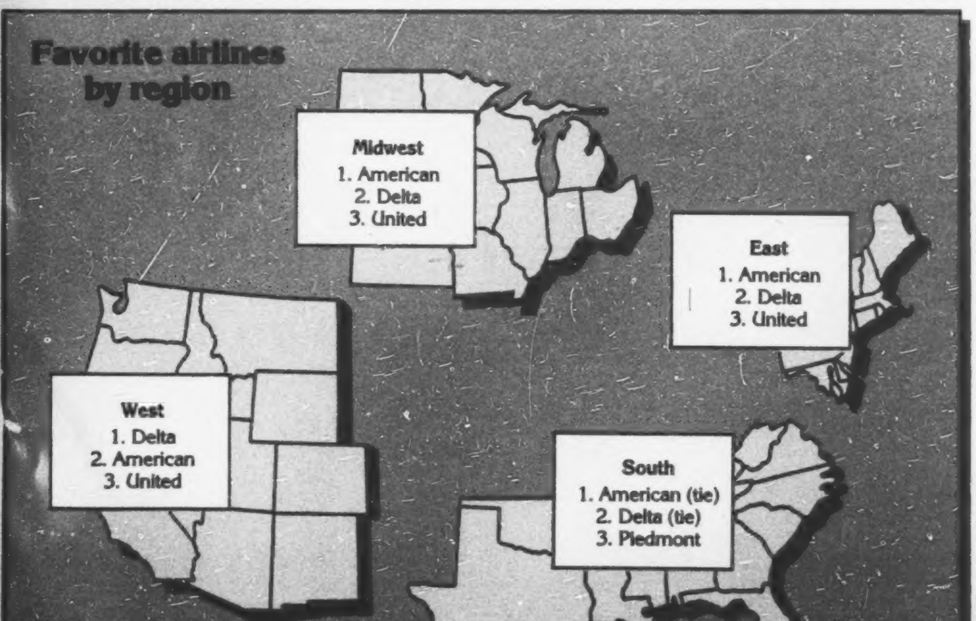
*Did not finish among leaders in 1985 poll

Source: ADVERTISING AGE readers' poll. Note: ADVERTISING AGE asked readers to list their favorite and least-favorite airlines. The results in the "best" category were derived by awarding three points for each first-place vote, two points for second, one point for third.

Michael A. Marcotte

American Airlines was primarily cited for strength in overall service, on-time performance and its frequent-flier program.

Favorite airlines by region



NEWSPAPER

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August 3, 1987

Advertising Age®

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Campbell vs. Lipton

Dry-soup war brewing

By JUDANN DAGNOLI

Competition will soon come to a boil in the $475 million dry-soup segment as Campbell Soup Co. cooks up trouble for Lipton Cup-A-Soup.

With its September introduction of new Campbell's Cup, an instant, single-serve soup mix, the Camden, N.J.-based marketer throws its second product entry at Thomas J. Lipton Inc.'s overwhelming lead in the segment.

Although the leader in the total $1.7 billion soup market, with a 65% share via its canned lines, Campbell has a negligible share of the dry segment.

Campbell will not disclose its marketing or advertising budget for the new five-variety Campbell's Cup, but the company is expected to spend heavily to make inroads against Lipton's 90% share of the dry segment.

In 1985, when Campbell introduced Campbell's Quality Soup & Recipe Mix, its first major bid against Englewood Cliffs, N.J.-based Lipton, Campbell spent $20 million for advertising in what was hailed as the most aggressive soup introduction in its history (AA, July 15, 1985).

Advertising for Campbell's Cup breaks September 9, via Eacker Spielvogel Bates Worldwide, New York. TV, print and couponing will be used.

Campbell has been working to upset Lipton's dry-segment leadership at least since 1979, when it first began testing a similar soup—also called Campbell's Cup—in Albany, N.Y. That product was packaged in individual-serve plastic containers packed four to a box, and prepared by adding boiling water to a cup. The test was discontinued in the early 1980's.

Campbell's second foray into dry soups was the Quality Soup & Recipe Mix six years later. That mix is multiple-serve, packed in envelopes and prepared on a stove rather than pouring boiling water in a cup.

Initially marketed as Comin' Home soups in test, the name was changed for the national rollout.

However, the Quality Soup & Recipe Mix line sales "have not been as great as we had hoped," a Campbell spokesman said.

While the market for condensed soups has been growing only 2% a year, dry soups now account for 27.5% of the total soup category, more than double the 13.3% share the category held 10 years ago.

In trying to increase sales in the relatively stagnant canned segment, Campbell has been augmenting its extensive line with value-added soups such as its Creamy Natural and Home Style soup lines.

Campbell's measured media spending in

(Continued on Page 58)

Campbell is introducing a new line of hispanic foods. Page 58.

Last Minute News

P&G introduces kids toothpaste

CINCINNATI—Procter & Gamble Co. is introducing Crest Super Cool for Kids mint-flavored toothpaste. D'Arcy Masius Benton & Bowles, New York, handles. P&G has also expanded its test of Bounce Staingard fabric softener to Seattle from Kansas City, Mo., and expanded distribution of Cheer Power Pouches from Atlanta to Denver. DMB&B handles Bounce; Leo Burnett USA, Chicago, handles Cheer.

Pizza Hut dumps Rich Hall campaign

WICHITA, KAN.—Pizza Hut executives confirmed that Chiat/Day, Los Angeles, has developed new creative work that scraps spokesman Rich Hall, but continued to deny that the agency's hold on the $25 million national account is shaky *(see earlier story, Page 3)*.

Galoob toy account up for grabs

NEW YORK—Berenter, Greenhouse & Webster resigned its $8 million-to-$9 million Lewis Galoob Toys account, citing creative differences. Galoob, based in San Francisco, last year assigned some

(Continued on Page 8)

Chiat/Day confident of win

Nissan in neutral

By JENNIFER PENDLETON

A decision on the Nissan automotive account review remained unresolved July 31, but finalist Chiat/Day appeared confident it will succeed William Esty Co. on the $150 million account.

Chiat/Day Chairman Jay Chiat and President Lee Clow led the agency's presentation team July 30 in Los Angeles. Tatham-Laird & Kudner, Chicago, pitched July 29.

Los Angeles-based Chiat/Day has been increasing its staff in anticipation of the win.

A decision may be made today.

Nissan's agency search, conducted by the Canter, Achenbaum, Associates consultancy, apparently did not go smoothly.

After Ogilvy & Mather, one of the finalists selected by the Canter team, withdrew from the competition, there were reports it did so because the huge account would only return an 8% commission.

Efforts to confirm the report were unsuccessful as Carson City, Calif.-based Nissan; New York-based Canter, Achenbaum and others connected with the review either did not return phone calls or refused to comment.

Other sources said Ogilvy's departure embarrassed and upset Nissan, and that the company ordered Canter, Achenbaum back to the calculator to work out a satisfactory compensation formula.

One report claimed the new formula was closer to 13.5%; another source said the new formula involved a guaranteed profit.

Originally, sources close to the review said, the Nissan compensation formula worked out—depending

(Continued on Page 56)

Grocer 'fee' hampers new-product launches

By LAURIE FREEMAN and JANET MEYERS

The Utah ice cream maker had visions of a hot market in California, but his dreams melted when two 30-store chains demanded $20,000 each to put his frozen novelties in their freezers.

The president of the ice cream company refused to pay these "slotting allowances."

"As a small manufacturer, I can't compete with the giants like General Foods who can pay these large slotting allowances," said the company president, who asked not to be named for fear other California retailers might demand even higher slotting allowances.

Slotting allowances, also known in the grocery industry as stocking allowances, introductory allowances or street money, are the admission fee demanded of many marketers—large and small—who want to squeeze their products onto crowded supermarket shelves.

Requiring payment for shelf space is another sign of the growing power retailers are gaining over manufacturers.

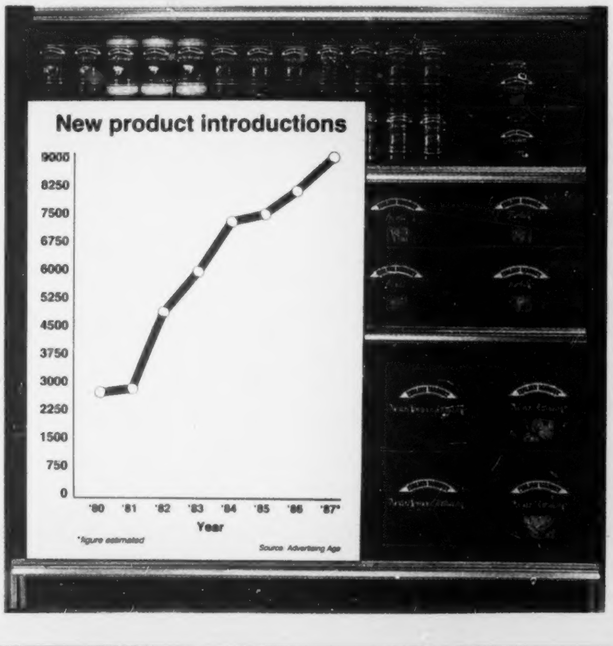
The money, which primarily comes out of a marketer's trade promotion funds, could represent as much as one-third or even one-half of the $19 billion expected to be spent on trade promotion this year, industry observers report.

Trade promotion expenditures have more than tripled from the $6 billion spent in 1980. Donnelley Marketing's 1986 survey of promotional practices showed that trade promotion increased from 34% the total marketing expense (also including consumer promotions and media advertising) in 1978 to 37% last year.

Manufacturers complain they are not given enough time on the shelves to recoup these slotting costs. The Utah ice cream executive, for example, said the payment wouldn't be so bad if retailers kept his products in the freezer more than three to six months, which appears to be the average for the industry these days.

Retailers say the fee covers entering new-product information into computers; finding space in the warehouse; redesigning store shelves; and notifying individual stores about the latest new product of entry. And the retailers say they want to turn their buying

(Continued on Page 60)



Highlights

Diaper introductions cover market 4

Procter & Gamble Co will be marketing two new versions of Pampers disposable diapers besides the Luvs Deluxe that made its debut in late June. P&G's only major competitor in the $3 billion category, Kimberly-Clark Corp., is said to be readying a new Huggies version for national distribution by yearend. Five years ago, the two marketers offered single versions of their diaper brands. After line upgradings and extensions, with multimillion advertising and promotional campaigns, things aren't over.

Barton moves to stop Corona rumor 6

Barton Brands last week publicly and nationally addressed a false rumor that its beer, Corona Extra, imported from Mexico, is contaminated with urine after attempts to quash the whispering campaign on a market-by-market basis failed to halt its spread. If last week's extensive news coverage of Barton's predicament doesn't kill the rumor, the company, which spent only $1 million on advertising for Corona last year, may buy ads to make its case.

Langer touches pregnant market 22

Baby boomers may be having fewer children, but that hasn't stopped a spate of marketers from introducing skincare products for pregnant women. This month, a Kentucky pharmaceutical company will attempt to succeed where others have failed. Langer Laboratories is rolling national Touch of Life, a line of skincare products for pregnant women. The company hopes to capture some of the $580 million women spend on personal body-care products during and after pregnancy.

Regionals arm against national invasions 24

"Regional" strategies are gaining favor with some of the nation's biggest national marketers, and independent regional companies are refining their tactics to meet the threat. Strong regional companies have devised marketing strategies with the thought of defending their turf against the likes of Pizza Hut, General Foods Corp. and Frito-Lay. The regionals are counting on homespun brand preferences and established distribution networks to keep the Goliaths at bay.

Pantera's bites into Pizza Inn 27

The pizza war escalated last week when feisty Pantera's Corp. took over Dallas-based Pizza Inn, the nation's fourth-largest pizza chain. Industry sources believe the smaller chain's aggressive marketing strategy will put the ailing Pizza Inn back on track. Pantera's anticipates returning the 700-unit Pizza Inn to profitability within 90 days. Pantera's acquisition could produce even greater competition in Pizza Inn's markets.

INTERNATIONAL

Brazilian marketers bare lingerie ads 42

Americans who might be taken aback by the sight of live models in TV brassiere commercials would find Brazilian spots an eye-opening experience. The use of real-life models and erotic fantasies is working wonders for Hope underwear in Brazil. A spot now running on prime-time TV, part of a $1 million campaign that includes print ads featuring nude models, has helped bring Hope's bra sales to 180,000 a month in the four months since the line was launched.

West slow to accept Japan's style 42

Japan's distinctive style of advertising—emphasizing emotion rather than facts—is gaining influence in the West, agency executives in Tokyo agree. But many do not believe Dentsu's Grand Prix win this year at the International Advertising Awards Film Festival at Cannes, by itself, is a sign that Japanese advertising has "arrived" in the West.

OTHER NEWS

A year ago, Riunite wine marketer Banfi Vintners was plagued by wine coolers, a weakened American dollar and imported wine-tainting scandals. The result was plunging Riunite sales. But now Banfi is rebounding. Analysts attribute the turnaround to a new line of Banfi products, fruit-flavored Riunite. Page 12.

The U.S. is heading for the kind of oil crisis that drove up energy prices in 1973 and 1979, said Chrysler Corp. Chairman Lee Iacocca. Although the first crises rocked the domestic auto industry, allowing importers of fuel-efficient cars to gain big chunks of the U.S. market, he said the U.S.' Big 3 carmakers are better prepared for another crisis. Page 27.

British Airways has not decided whether to maintain the identity of British Caledonian Airways if British Airway's planned takeover of its smaller rival gains U.K. government approval. Early indications are that the carrier's identity will survive. That would be good news for BCal agency Winius-Brandon, which handles BCal's $11 million U.S. account. Page 30.

The September issues of the major fashion titles always are thick with ads, as they signal the start of the fall retailing and advertising seasons. But this year issues will be especially weighty. *Vogue*, traditionally the largest of the bunch, will carry 618 ad pages out of a total 832 pages, both records. Page 61.

SPECIAL REPORT

Financial Services Marketing—*As the lines between financial services providers continue to blur, products and services are becoming more homogeneous. To cut through the clutter and counter the competition, marketers are refining campaign strategies, boosting ad dollars and meeting the money game's challenges head on. Starts after Page 32.*

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ABC stations sub football in prime time

By BRIAN MORAN

New York—Six top ABC-TV stations will broadcast National Football League Sunday night games this fall in a move that will boost the stations' fortunes but hamper the struggling network.

Last week, WABC-TV here acquired the broadcast rights to the opening game of the NFL's cable TV package on ESPN, a Nov. 8 matchup between the Giants and the New England Patriots.

Cable net ESPN is 80% owned by Capital Cities/ABC.

In early July, ABC's WLS-TV, Chicago, picked up the TV rights for the Dec. 6 game between the Bears and the Minnesota Vikings.

The other markets where ABC's Sunday night schedule will be preempted in favor of football are Boston, Denver, Miami and San Diego.

Other over-the-air clearances for the ESPN package include NBC affiliates in Dallas and Minneapolis; CBS affiliate WUSA-TV in Washington; Fox Broadcasting affiliate KTTV in Los Angeles and independent stations in San Francisco and Seattle.

As part of its three-year, $153 million deal to carry NFL games on cable TV, ESPN had to sell over-the-air TV rights in participating teams' markets. As of last week, ESPN had deals for broadcast coverage in 12 of 13 markets involved.

Capital Cities/ABC's decision to allow its own stations to pre-empt the network is significant on several fronts.

It is virtually unheard of for a network to be pre-empted by company-owned or affiliated stations. It is especially noteworthy when it occurs on a critical night like Sunday during the fall when the network is trying to build its schedule.

However, the NFL situation is clearly an unusual case. The advertising market for football has exploded (AA, July 27) and Capital Cities/ABC may now be regretting its decision to cut back on its network TV NFL schedule.

ABC's "Monday Night Football" dropped "Special Edition" games on Thursday, Friday and Sunday nights for 1987 and retained 16 "MNF" games, plus four preseason telecasts. Cap Cities/ABC in essence shifted its non-Monday "specials" to ESPN for 1987.

Also, by pre-empting the network in its own markets on an important night, Capital Cities/ABC is saying the station group is more important than the network.

The impact on ABC's network Sunday schedule is likely to be negative. Most ad agency excecutives expect ABC's Sunday schedule to finish a distant third to NBC and CBS.

Except for 7 p.m. to 8 p.m. (ET), when "The Disney Sunday Movie" runs, ABC has completely rebuilt Sunday night. Two new shows—"The Dolly Show" and "Buck Rogers"— will run from 9:00 p.m. to 10:00 p.m. "Spenser: For Hire" has been shifted opposite CBS' powerful "Murder, She Wrote." The ABC series probably is looking at its last season.

While the ABC network will suffer, the move is a boon for ESPN and its advertisers.

When ESPN signed its landmark NFL deal last March (AA, March 23), there was much speculation about where—or even if—ESPN would be able to sell broadcast rights.

There was a perception ESPN would get unattractive games and that the strongest stations in many markets would be loath to pre-empt their Sunday evening lineups.

Further, the NFL ad market was extremely weak last year and many industry observers said there would not be enough ad money—local or

(Continued on Page 58)

West Coast News

N W Ayer, Rubin dropped

Northrop adds DDB to finalists

Los Angeles—Northrop Corp. added late-entrant DDB Needham Worldwide, here and New York, to the list of finalists for its $5 million account.

Others competing include: Backer Spielvogel Bates Worldwide, Huntington Beach and New York, and Ketchum Advertising.

Dropped from the review: N W Ayer, here and New York, and Rubin Postaer & Associates. A decision is expected at the end of August. Lord, Geller, Federico, Einstein, New York, is the previous agency.

Klein/Richardson partner Glenn Richardson, 43, will leave the Los Angeles-based agency at an unspecified time later this year. The exec VP-client services director of the Beverly Hills-based agency wouldn't discuss future plans. President-Creative Director Niel Klein, 48, said the agency will continue under the K/R name.

Ken Kaess, 33, DDB Needham, Los Angeles, senior VP-management supervisor on the Cigna Corp. business, left the agency for the new post of VP-development of children's programming, New World Pictures. Bruce Miller, 34, also a senior VP-management supervisor at DDB, will assume Mr. Kaess' responsibilities.

Avery Label Business Systems Division, Azusa, Calif., awarded its estimated $400,000 account to Robert McKim & Co., Los Angeles, last week from Cochrane Chase, Livingston & Co., Newport Beach.#

Corona fights bad-beer rumors

By SCOTT HUME

CHICAGO—Barton Brands never has spent heavily on advertising for its Corona Extra imported beer because it hasn't been necessary.

That may have changed.

Barton last week publicly and nationally addressed a false rumor that Corona, imported from Mexico, is contaminated with urine, after attempts to quash the whispering campaign on a market-by-market basis failed to halt its spread.

If last week's extensive news coverage of Barton's predicament doesn't kill the rumor, the company, which spent only $1 million on advertising for Corona last year, may buy ads to make its case. No such advertising was planned at press time, but a spokesman said Barton has considered buying space to run reprints of favorable news stories.

The rumor first circulated two months ago in Reno, Nev., allegedly by Luce & Son, a beer distributor there that handles leading import Heineken.

Barton filed a $3 million federal suit against the distributor in Reno. It was settled out of court with Luce & Son making a public declaration that Corona was not contaminated.

But the rumor—and the damage to sales it caused—still spreads, partly fueled by news reports.

When the Gannett Co.'s *Reno Gazette* reported the settlement of the suit, other papers in the Gannett chain picked up the story.

Barton last week began a nationwide public relations effort to confront and defuse the whispering campaign. It provided video PR releases to TV stations, which included footage of Barton VP-General Manager Michael Mazzoni denying the rumor, and footage of the Corona brewery in Mexico City.

"We didn't want to go public at first, for fear that it would only spread the rumor to areas where it hadn't hit," said Steve Dubin, account executive at Barton's PR agency, Ruder Finn & Rotman. "And I think we were wise in holding off as long as we did. But by last week the rumor had become rampant enough that we decided it was wise to meet it head-on."

Like Procter & Gamble Co.'s rumored connection with satanism, said to have been confirmed on "Phil Donahue," Corona's supposed "problem" was being falsely reported to have been featured on CBS-TV's "60 Minutes."

Corona sales have been hurt, especially in Western states, although Mr. Dubin would not confirm reports of up to 80% dropoffs in some markets.

The contamination rumor catches Corona in the midst of one of the beverage industry's most remarkable growth patterns. From U.S. sales of 5 million 2.25-gallon cases in 1985, Corona jumped 170% to 13.5 million cases last year, making it the No. 2 import behind Van Munching & Co.'s Heineken, which grew 3.5% last year to 35.7 million cases.

But while Van Munching spent $7 million last year on advertising for Heineken through SSC&B:Lintas, New York, with more than half of that spent on TV, Barton barely spent $1 million on print ads and radio spots for Corona, via HDM Dawson Johns & Black.#

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Eatery ad hits gossip

KANKAKEE, ILL.—Fear of acquired immune deficiency syndrome in a mid-size Illinois town prompted a restaurant to air a radio spot that attempts to squelch a rumor one of its employees might have the disease.

The 60-second spot, which is scheduled to run on three stations through Aug. 8, features two women talking about going to eat at Leo's Restaurant.

"Haven't you heard the rumor?" asks one women. The other women responds by saying the rumor isn't true and that the restaurant still has great food.

The commercial ends with the two agreeing to eat at Leo's. AIDS is never mentioned.

Leo Girard, owner of Leo's, said he wrote the commercial after realizing that the rumor was affecting business.

"Enough people are aware of it that business has been down," he said.

"We felt it was the most direct approach without creating fear that was already in the community," said Lou Anne Lenzie, copywriter for WKAN-AM, one of the three stations running the spot. The other stations are WLRT-FM and WBUS-FM.

"Leo's was virtually empty at lunch last week," Ms. Lenzie said.#

CORRECTIONS & CLARIFICATIONS

- Columbia Pictures, not MCA Inc., hired McCann-Erickson, Los Angeles, to handle its estimated $40 million account (AA, July 27, P. 71).
- In the Sports Marketing Special Report (AA, July 13), P. S-1, the weighted metered market ratings for the Academy Awards and NCAA championship game from 9 p.m. to 10 p.m. (ET) were a 29 rating, 43 share and 18 rating, 26 share, respectively. The Oscars drew nearly twice the audience based on weighted metered market averages.

Also, in the chart on P. S-2 the AFC playoff game between the Patriots and Broncos pulled a 24.6 rating, according to NBC. Omitted from the chart were the AFC championship game, with a rating of 28.4, and World Series games 1 and 2, with ratings of 25.5 and 24.2, respectively.#

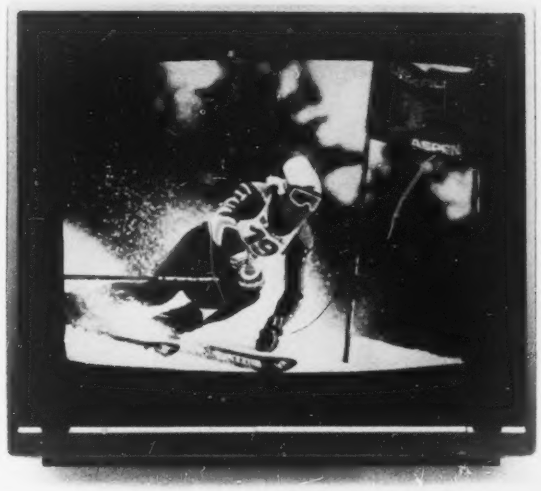

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Image courtesy: The Photo Store

DIRECT MARKETING

Spiegel, Sears try new ideas

By LAURIE FREEMAN

CHICAGO—Spiegel Inc. and Sears, Roebuck & Co., hot for new avenues of revenue, are introducing innovations in their catalogs.

Spiegel is enlisting paid advertising while Sears is launching "Changes Volume II," a new contemporary women's catalog.

Oak Brook-based Spiegel last week began mailing two specialty catalogs—"Perspective" and "American Hits"—with three paid ad pages featuring toiletries, cars and exercise equipment (AA, July 27).

Catalog ad sales aren't new, but as more big-name merchandisers such as Spiegel begin tapping the market, advertisers are expected to show more interest.

The 52-page "Perspective" book, a "high-fashion" catalog, is being sent to more than 1 million upscale women, who will see ads for Jones New York fashions, L'Oreal Visuelle makeup and Lubriderm lotion. "American Hits," aimed at a "young leisure lifestyle," includes ads for Avis, Bally Lifecycles and Chevrolet's Beretta.

CAS Ltd., New York, is handling ad sales for Spiegel and for Bergdorf Goodman, Bloomingdale's and Camping World.

A CAS official said these companies are eager to attract the additional revenue source.

Spiegel charges $26,950 for a color page in "Perspectives" and $23,100 for a color page ad in "American Hits."

Meanwhile, Sears this month begins mailing "Changes Volume II," a women's contemporary sportswear catalog, to both Sears credit-card customers and noncustomers nationwide.

Sears, which is making efforts to become more of a specialty retailer, is hoping to build on the "Changes" catalog series to help upgrade its image and expand its customer base.

"Changes" was tested last spring in Chicago, Miami and Orlando, Fla. The catalog's appearance and merchandise is similar to Spiegel's specialty books.

"The fashion-conscious shopper represents a significant market in today's retailing environment," said Tom Royal, Sears national catalog manager. "With so many women working, there's no longer time for shopping as there once was. Yet the need for contemporary looks at affordable prices still exists, and 'Changes' is one of the avenues we're taking to custom-fit a product assortment to a current lifestyle," he said.

The merchandise featured in the "Changes" catalog series is picked and named after a European company.

The European-designed apparel featured in the specialty catalog is not available in Sears stores or in the standard catalog.

If consumer response warrants, the best-selling "Changes" garments could be offered through the general Sears catalog, Mr. Royal said.

The "Changes" catalogs complement Sears' general catalogs by offering international styling "at very competitive prices for the more contemporary segment of the fashion-buying market," Mr. Royal said.#

Chicago-based Spiegel joins a growing list of catalog marketers turning to paid advertising as a way to boost revenues.

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MARKETING BY MAIL

Winning ads don't always sell

By JOHN FRANCIS TIGHE

Ted Kikoler is a phenomenon among art directors. He doesn't believe in awards.

Which reminds me of something Steve Brown, the man direct marketers love to hate (he's a principal of Carter & Van Peel, Abernathy & Closther *et al.*) sent to me recently. It was a note from the late Paul Bringe, a direct-mail copywriter of considerable achievement:

"If you have ever entered your advertising, art work or direct mail in a contest and emerged a winner, you know how nice it feels to walk off with the honors. You should know, too, that the nice feeling is likely to be your only reward.

"Don't try to equate winning a contest with sales results. A contest prize in a creative field means that a number of judges—your peers, usually—liked your work. It does not necessarily mean that more bakers will buy your shortening or more plumbers will buy your hardware. Your hard-nosed customers won't automatically be impressed with the things that impressed your judges.

"If contest winning is important, then consider your market to be contest judges and plan to sell them," Mr. Bringe wrote. ". . . And be prepared, too, for highly successful promotions the contest judges pass up. With direct mail we don't really need a panel of judges. The marketplace is prosecutor, judge and jury, all in one."

Back to Mr. Kikoler, a Canadian art director specializing in direct mail. He dislikes awards and contests; his top priority is to *get people to read the copy!*

Obviously someone worth your respectful attention, which is why, in my next column, I will quote some of his proven graphic techniques to boost response.#

Mr. Tighe is a direct-marketing copywriter and consultant based in New York. He heads the Tighe Team.

United trims promotion unit

ELK GROVE VILLAGE, ILL.—Companywide cutbacks at United Airlines have dealt their latest blow to the promotion department, where employees and local-market promotional activity have been sharply reduced.

The 14-member department, previously reporting to VP-Advertising John Ruhaak, now is supervised by VP-Sales Development Chris Bowers, who will oversee a "significantly reduced" staff in his new post, a spokesman said. Mr. Bowers previously was VP-market management.

In another move, the advertising department under Mr. Ruhaak will now report directly to Exec VP John Zeeman, while three marketing VPs—including Mr. Bowers—will continue to report to Senior VP-Marketing James Goodwin.

Mr. Zeeman, 50, said to be a leading internal candidate for United's president-ceo post, couldn't be reached for comment.

The spokesman said "significant reductions" in the promotion department represent "more a streamlining of operations," adding United will now "concentrate on larger promotions and higher visibility activities, not a lot of smaller promotions." He declined to specify the number of departmental jobs cut.

The cuts follow parent Allegis Corp.'s plan to sell its Hertz Corp., Hilton International and Westin Hotel units (AA, June 15).# —*G.L.*

Senior reporter Gary Levin in Chicago coordinates AA's *direct-marketing page.*

Top direct-marketing shops

U.S. billings for eight of the top 10 direct-response agencies increased in 1986 as advertisers accelerated their use of general advertising budgets for direct-marketing efforts. Agencies reporting primary billings from direct-response work are ranked by 1986 billings based on fee and commission income only unless otherwise noted. Source: Direct Marketing Association

Agency	1986	1985
Wunderman, Ricotta & Kline	$224.5	$175.7
Ogilvy & Mather	207.4	172.0
Direct Marketing Group Inc.*	138.7	101.6
MARCOA DR Group	110.0	101.0
Grey Direct International	94.0	81.8
Kobs & Brady Advertising	81.0	70.3
Chapman Stone & Adler	80.4	80.9
Rapp & Collins Direct Response Group	80.1	83.5
FCB Direct	78.4	60.6
Krupp/TaylorUSA*	64.8	50.4

*Agency included internal production revenues in total billings.

Grocery shopping in Orange County.

While Orange County is the nation's 17th largest market,
it ranks 13th in total grocery store expenditures
(S&MM Survey of Buying Power Data Service)

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